



## MAYOR DAVID J. NARKEWICZ

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### **Northampton Awarded \$75,000 Grant by the Massachusetts Gaming Commission to Support northampton.live Marketing Website**

NORTHAMPTON - Today, Mayor David J. Narkewicz announced that the Massachusetts Gaming Commission awarded the City of Northampton \$75,000 to support "northampton.live," the city's extremely successful marketing platform supported by the Casino Mitigation funding grant program.

"I am grateful that the Massachusetts Gaming Commission recognized the need to keep this important resource alive as we work to emerge from the economic downturn caused by the COVID-19 pandemic," said Mayor Narkewicz, "This grant builds on and helps ensure the long-term impact of multiple-year investments by the MGC as they have assisted Northampton's efforts to participate in the regional entertainment ecosystem."

The "northampton.live" platform was conceived by a 2018 mayoral advisory committee led by city employees and comprised of marketing experts that carefully researched the best approach to offset potential impacts to the nearby casino and its significantly larger marketing resources and offerings which directly compete with Northampton's music, dining, and other entertainment activities. The platform, particularly during the COVID-19 pandemic, has proven to be an invaluable resource reaching thousands of viewers near and far as well as using social media sites to target visitors.

Since the pandemic, competition for entertainment revenue has never been more profound, and the City of Northampton and its partner, the Downtown Northampton Association, are grateful that the Massachusetts Gaming Commission recognizes that providing this critical marketing assistance to Northampton is in the best interest of the entire area, as we all rebuild our local economy in the post-COVID-19 western Massachusetts reality.

"We couldn't be happier about the Commission's continued support of this resource," shared Amy Cahillane, Executive Director of the Downtown Northampton Association, "With this support, we will continue to make the case for Northampton as an exciting shopping and entertainment destination."

For more information, contact the Mayor's Office at [mayor@northamptonma.gov](mailto:mayor@northamptonma.gov).